

EFFORTS BY THE U.S. MACHINE TOOL INDUSTRY
TO DEVELOP AND MAINTAIN EXPORT MARKETS

Traditionally export trade has been important to the U.S. machine tool industry. In recent years, with the increase in competition faced by U.S. builders attempting to sell abroad, the industry has intensified efforts to maintain and expand its foreign markets. In these efforts the National Machine Tool Builders' Association has played a major role.

1. Activities of the NMTBA Export Committee. In 1967 NMTBA formed an Export Committee to encourage an increase in U.S. machine tool exports. Previously, export matters had been the province of a subcommittee of the Government Relations Committee. The new Export Committee has a number of projects under way or under study, including the identification of non-tariff trade barriers and other governmental and commercial restrictions limiting the importation of U.S. machine tools into foreign countries, the sponsoring of institutional advertising in foreign trade publications, the development and dissemination of information on U.S. Government aid available to encourage machine tool exports (such as the creation of Joint Export Associations, as proposed by the Administration), studies of the best way to sell in various overseas markets, assistance and cooperation in arranging a recent trade mission to the United States of potential Israeli machine tool buyers (the so-called "Israeli Reverse Mission"), and encouragement of industry participation in trade shows and missions.